

GOES THROUGH FIRE TO SAVE BABY, BUT BRINGS IT OUT DEAD

Heroic Work of Firemen, at
Frantic Mother's Appeal,
Falls of Its Purpose.

Struggling to break from the grasp of several women who were holding her back and shrieking that her baby must be saved, Mrs. Jennie Fernalde rushed into the fire-story apartment at No. 211 East Forty-eighth Street. The third and fourth floors of the building were ablaze.

A RELIABLE REMEDY FOR SWOLLEN VEINS

For swollen veins and various kinds of circulatory ailments, a new remedy, which is also being used in hospitals with remarkable success, and is so simple that people who desire to get rid of swollen veins can treat themselves at home. It is guaranteed.

Get a two-ounce original bottle of *Moore's Emerald Oil* (full strength) at any leading pharmacy and apply night and morning to the swollen, aching veins. It is so powerful in its action that enlarged glands, varicose veins and other ailments are quickly eliminated and even cure disappears by steady use. *Riker-Supeman Co.* will supply you. Generous sample by mail for 15 cents from *Moore's Chemical Co.*, Rochester, N. Y.—Adv.

FIRM TEETH, HEALTHY GUMS.

If your gums are soft or spongy or your teeth loose and sensitive, get a small bottle of *Glaxal* at any drug store. It is a safe and sure treatment for *Pyorrhea* and *Riggs* disease, and will last for weeks.—Adv.

of men into the building. At the third landing a number of women were shouting and waiting for a shift of the flames that they might make an effort to get into the flat of Mrs. Fernalde to get her two-month-old child, Rose.

Hand extinguishers were used to cut a path through the flames for the immediate work of saving the child, and Chief Sherlock, Capt. Donovan of Engine No. 3, Lieut. Jackson of Truck No. 2 and three firemen covered their faces from the fire and made a rush toward two chairs on which the mother had left the infant bundled in a crib when she went out to a store just before the fire started.

All were driven back but Foreman Dunn and he reached the child and carried it into the hallway, but it was dead. The faces and hands of the firemen were scorched, and on reaching the street they were treated by Dr. Salzberg of Flower Hospital. The mother was frantic when she learned that the baby had been burned to death.

The fire started in the Fernalde apartment when the infant and Mrs. Fernalde's daughter, Maria, three years old, were left alone by the mother. When the woman opened the door of the apartment on her return the oldest child rushed out with her hair aflame and the fire swept into the hallway. A woman neighbor beat out the flames before the child's head was burned and others kept Mrs. Fernalde from rushing into the fire.

It is believed the fire was caused by Marie dropping some rags on the stove. The fire was kept to the third and fourth floors with a loss of several hundred dollars.

French Arrest Two Men on Spanish Steamer.

CADIZ, June 10 (via Paris, June 11).—The French cruiser *Du Chayla* stopped the Spanish steamer *Canalejas* from Larache, Morocco, and took into custody two persons who declared themselves Dutch citizens, but who were regarded as suspects. The *Canalejas* then was allowed to proceed.

'AMERICANIZATION' DAY TO BE CELEBRATED BY COUNTRY JULY 4

Move to Unite the People for
Strengthening the Spirit
of Nationality.

WASHINGTON, June 11.—"Americanization Day—a day for strengthening the American spirit of nationality and uniting all classes, creeds and races into one intelligent democracy"—is being urged by Federal Commissioner P. P. Claxton on the municipal and educational officials throughout the country for celebration on July 4.

"Americanization Day" is a patriotic call to all citizens, American-born and foreign-born alike, adults and children, to rally to American ideals, purposes and common interests of many people united into one nation," says Commissioner Claxton, in a letter made public to-day and sent to mayors of all cities, school superintendents and other educational institution officials. He has appealed to 7,000 of these and the movement already has begun in fifty cities, whose mayors have appointed committees as a part of the national movement to make Independence Day, 1915, "Americanization Day." New York and St. Louis, through their public schools, have planned a special civic lesson on flag day, June 14.

"The schools have an opportunity not heretofore offered," says Mr.

FREE EVENING SAIL

On "Mandalay,"
TUESDAY, JUNE 15

For all girls who, properly sponsored, entered The Evening World-Universal Film Company's recent FREE PACIFIC TOUR CONTEST.

Upon written request to the Free Tour Bureau, Evening World, 69 Park Row, New York City, each girl will be sent two tickets, for self and escort.

There will be dancing, with silver loving cups offered as prizes.

Claxton, "to co-operate with naturalization officials, Mayor's committees and others, and should seek to place school facilities at their disposal to make the coming Fourth of July not only a celebration of our independence but a day for strengthening the American spirit."

"Where the movement already has begun Mayor's committees are arranging citizenship receptions for newly naturalized citizens, and a National Americanization Day Committee is assisting in the plans for celebrating Independence Day."

LITTLE THOUGHTS.

(From the Boston Transcript.)

Our pleasures wear out as well as our clothes.

Charity is the cream of the milk of human kindness.

Everything becomes new as soon as it becomes old enough.

He has not lost all who has the future still left to him.

Scratch a sensitive person and you will generally find a selfish one.

Obstacles have a way of appealing solid when they are often merely hollow.

It is comforting to think that our mistakes contribute much to the wisdom of others.

SIXTEEN-YEAR-OLD BOY SHOT IN CROTONA PARK

A pistol shot started promenaders in Crotona Park last night, and when police-

men ran to the spot they found Sidney Silverman, sixteen years old, of No. 1369 Intervale Avenue, lying beside the shore of Indian Lake, a small pond in the park. He said he didn't know who had shot him, but he had seen three men running away. He was taken to Fordham Hospital with a slight wound in the back.

Arnold, Constable & Co. Saturday "SPECIALS" Co.

Men's Newest

Crepe de Chine Neckwear

Most Popular of All Summer Cravats,
Strictly High Grade and Pure Silk.

Navy and White Spots
Black and White Spots
Black and Colored Spots
Navy and White Stripes

Black and White Stripes
Black and Fanciful Stripes
Latest Novelty Stripes
Popular College Stripes

And Over Twenty of the Very Best Plain Colors.

Specially Made Four-in-Hands.
Reversible Batwing Ties.
6 for 3.00

Value \$1.00
Value 75c

55c

250

Women's and Misses' "Roseberry" Raincoats Priestley "Crownlets"

Made from a rubberless, odorless, thoroughly waterproof fabric—soft, silky and exceptionally light weight. Suitable for motor and general utility use—ideal for travelling.

In Navy, Tan
and Black. Sizes 14 years
to 44 bust.

Regular retail price, \$12.50

Special

8.75

50

Beach Coats

For Small Women & Misses

Smart, full flare models in navy, both invisible plaids and shepherd checks.

13.50

Value \$21.50

Girls'

Wash Dresses

Sizes 6 to 14 years

Comprising a most attractive assortment of styles in dainty summer fabrics.

Very Special at

1.65 to 2.75

Values \$2.75 to \$4.50

Women's Silk Sweaters

The New "Country Club" Model With Scarf

This unusually attractive sweater coat has all the smart style features of the most expensive Summer models in pure silk, but being made of fibre silk, price is considerably less. Colors include the most desirable two tone effects.

Very Special at 6.95

1860

Women's Blouses

In a very unusual assortment of dainty Summer models for sport, dressy occasions and everyday wear, affording values quite out of the ordinary.

Voile, embroidered organdie, striped voile, cross bar dimity and white sport blouses. Regularly \$1.50 95c
Crepe de chine with frills; voile, wash silk and pussy willow taffeta. Regularly \$3.00 2.00
Georgette crepe, pussy willow taffeta, handkerchief linen, tub silk and crepe de chine. Regularly \$4.00 2.95
Black China silk, Georgette crepe and linen; also lingerie blouses. Regularly \$5.50 3.95
Organdies, Crepe Voiles and Chiffon models, imported and hand-made. Regularly \$12.75 7.50

Broadway & 19th Street



WHO searched for it?

Why did they search for it?

Why did they want it?

Why did King Michael III want it?

Who else wanted it?

Why did the others want it?

What did the possession of the other half mean to the possessor?

What mystifying element entered into the ownership of that precious half of THE BROKEN COIN?

Where was it found? When was it found?

Why was it secreted there? All these mystifying questions completely answered in the different episodes of that magnificent serial story of love and adventure, that led to a throne and overruling power. See THE BROKEN COIN every week. It will fascinate you, delight you, warm and wait for more news.

WHERE TO LOOK!

In your search for a better position, worker, home, investment, bargain, etc. it will be well bear in mind that there were printed

3,396

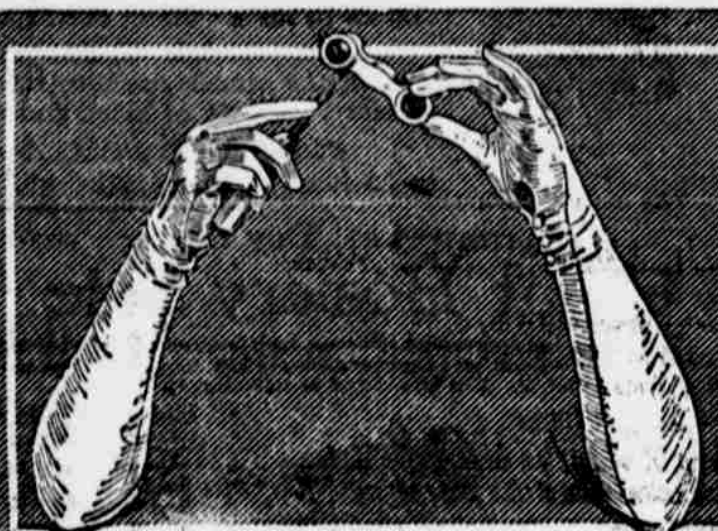
WANT-FILLING WORLD ADS.

YESTERDAY—

1,962

More Than the Herald!

Why Look Elsewhere?



Modeled perfectly they heighten the beauty of the hand and arm

Notice especially the shape of Kayser Silk Gloves, and how gracefully they fit the hand.

The sizes and shapes of our gloves have been so carefully modeled—even to the shaping and inserting of the thumb—that Kayser Silk Gloves give a nicety of fit, an appearance of elegance secured in no other glove, kid or silk.

The beauty of their appearance lasts until they are worn out, because the purity and strength of the Kayser silk resist stretching.

Even after they have been washed, their lustre and fit are unimpaired.

Kayser Silk Gloves cost no more than the ordinary kind; two clasps are always 50c, 75c, \$1.00, \$1.25 and up; twelve and sixteen button lengths are always 75c, \$1.00, \$1.25, \$1.50 and up. The name "Kayser" is in the hem and with each pair is a guarantee ticket that the tips will outwear the gloves.

Kayser
Silk Gloves

More sold than all other silk gloves combined.

GRAND RAPIDS FURNITURE

FREE BED
With every
Purchase of
\$75

1 Week
OPENS AN ACCOUNT
CREDIT TERMS

\$3 Down on \$50.8 Down \$100
\$5 Down on \$75.12 Down \$150

Open Saturday Evenings

104 ST. L. STATION AT CORNER

FISHER BROS
COLUMBUS AVE.
RET 103 & 104 ST

AYYAD'S WATER-WINGS

No Extra Charge for R.
Advertisements for The World may be left at
any American District Manager office in the
city until 9 P. M.

WHERE TO LOOK!
In your search for a better position, worker, home, investment, bargain, etc. it will be well bear in mind that there were printed

3,396
WANT-FILLING WORLD ADS.
YESTERDAY—
1,962
More Than the Herald!

Why Look Elsewhere?

Stern Brothers

42nd and 43rd Streets, West of Fifth Avenue

SUMMER BUSINESS HOURS

From June 15th to July 3rd:

Daily 9 A. M. to 5 P. M.; Saturdays to 12 M.

From July 6th to August 31st:

Daily 9 A. M. to 5 P. M., excepting Saturdays when the store will be closed all day.

TO-MORROW, A REMARKABLE

OFFERING OF DESIRABLE

Misses' & Girls' Summer Apparel

conveying the newest and most attractive ideas in design, materials and colorings, at very special prices.

Misses' Dresses

of linens, embroidered nets and voiles, striped and figured voiles, with organdie collar and cuffs, sizes 14 to 18 years,
\$7.50, 9.75 & 15.00

Palm Beach Suits

in distinctive sport and tailored models, sizes 14 to 18 years,
Special at \$14.50

Girls' Frocks

of dotted voiles, gingham, linens and flowered crepes, many with dotted Swiss waists, sizes 8 to 16 years,
\$1.95, 2.95, 4.50

Misses' Coats

of white polo and golf cords, for beach and sport wear, sizes 14 to 18 years,
Special at \$14.75

Women's Smart Hats

Later Midsummer styles in Untrimmed Hats are being shown on the Main Floor, in the popular all white and combinations of black and white models; also a large variety of exclusive effects in Sport Hats.

A special offering to-morrow, will provide exceptional values in

Panama Hats, fine quality, . . . at \$3.25
Trimmed Hats in new shapes, . . . at \$5.00

A Special Blouse Sale

For Saturday, on the Second Floor, consisting of a most advantageous purchase of smart and desirable

Lingerie Blouses at 95c, 1.40 & 1.95

All specially prepared for this event, made of Voile, Batiste, Organdie and Dotted Swiss.

Also another very important offering of

Sport Blouses of Striped Silk at \$3.00

Values up to \$5.50

A VERY UNUSUAL OFFERING TO-MORROW,

ON THE THIRD FLOOR

Boys' Norfolk Suits

That were up to \$16.50

at \$5.50 and 9.75

Including our high grade fancy Norfolk Suits, mostly with extra knickerbockers, made of foreign and American fabrics, of superior and durable qualities, comprising

Cheviots, Worsted, Tweeds, Homespun, Shepherd Checks and Mixtures.

All sizes, ranging from 7 to 18 years.

Also Small Boys' Straw Hats

Regular Values \$1.95 to 4.75,

at \$1.50 to 3.50

Eastman Kodaks at 20% Off

"Autographic" Kodaks

Vest Pocket Model, . . . at \$4.80
No. 1 Kodak Jr., with Anastigmat Lens, . . . " \$8.00
No. 1a Kodak Jr., Rapid Rectilinear Lens, . . . " 10.40
No. 1a Kodak, Rapid Rectilinear Lens, . . . " 14.00
No. 3 Kodak, Rapid Rectilinear Lens, . . . " 16.00
No. 3a Kodak, Anastigmat Lens, . . . " 22.00
No. 0 Brownie Cameras, \$1.00 No. 2 Brownie Cameras, \$1.60

"Rex" Paper Specially Priced

2 1/4 x 3 1/4 to 3 1/4 x 4 1/4 ins. at 10c doz. 3 1/4 x 5 1/4 to 4 x 5 ins. 12c doz.
Kodak Acid Fixing Powder, . . . at 20c a lb.
Printing, Developing and Enlarging at moderate prices.

On Monday, June 14th, we will hold

THE SEASON'S MOST IMPORTANT SALE OF

Women's Midsummer Apparel

Offering price advantages that are exceptional.

Full details will be announced in Sunday's newspapers

SUNDAY WORLD'S "TO LET" ADS.

Simplify Home-seeking by saving

time, temper and tramping.